Revenue

App. F. IX-4

1936-37 CB File No. 484-86
25-1
Serial Nos.

Previous References
CB. 109-34-1
CB. 56-32-345

Later References

GENERAL AND REVENUE SECRETARIAT.

Serial Nos.

Part B for March 37

SUBJECT

Appointment of a whole time Officer for attendance to work relating to Political Officer Entertainment of Guests etc

P. O.

Revision(?) of publicity arrangements.)

ROUTINE NOTES.

[To be used only for notes, requisitions, etc., not intended for permanent record.]

A Set of emporland G.O's. and Standing orders relating to the publicity bffice are herewith Subd., as directed.

~~JSP~~ ~~29/5/35~~. The note on the reconstitution of the Pub bffice, which was discussed at a meeting of the Secretaries to Govt on Jan. 1934 is also Subd for kind reference

JSP
29/5/35

For favour of perusal
Ch. Sec'y) WP
29/5/35

Kindly see the Ch Sec'y note at 1 and time to me

WP 17/6/35

Resubmitted as instructed

JSP
31/10/35

For favour of instructions

Ch Sec'y) WP
2/11/35

Please keep up to date

The next year ... layout
on brev should be separate

Ch Sec'y

WP 31/12/35

CHIEF SECRETARY'S NOV. 1935

N.B.—Should routine notes be written on small slips, the notes must be copied, or slips pasted on this form.

WD 1122—GPB—2,000—14-11-30

The Dewan instructions may be
kept issued a note which I have subject-
ted it. Please submit this case by
return & I shall take his instructions
Please obtain also the note by Rao Saheb
his C-S-R Rao & the Dewan now placed
in the file ~~letter~~ brought up

31/12

Result.

Ch. Sec'y)

2/1/36.

9/1/36.

Serial No.

Wholetime Offer for Publicity work & Entertainment of Guests in Bangalore

Note Sub for Consideration

The addl cost involved is Rs 5593 per annum. It is mainly on account of the Office Assist Supdt clerk for the Publicity Branch (long overdue) & 2 more peons.

The pay of the other clerk will be more than met by savings under Guests' Houses & Esqr

Dewan)

Dewan
31-1-36

DEWAN'S OFFICE
31 JAN. 1936
No. 447.16.6

May be circulated to the Members & brought up for consideration at a Council meeting.

MV
31-1-36

C.S. circulate this first sheet
Dewan
3-2-36

WD 03594—GPB—30,000—13-7-35

APPOINTMENT OF A WHOLETIME OFFICER FOR WORK RELATING TO PUBLICITY AND ENTERTAINMENT OF GUESTS IN BANGALORE.

******

At present, the Publicity Officer to Government is the Secretary, Stores Purchase Committee, who attends to publicity work in addition to his own work. The Publicity Officer is in charge of work relating to abstracting and submission of important items of news in papers, preparation of newspaper cuttings, publicity and propaganda, issues of press communique and preparation and supply of material for publication.

2. The Press Representatives have urged for a more satisfactory arrangement so that their liaison officer may have more time to give them.

3. The present arrangement of making one of the Secretariat officers who has already heavy work responsible for the administration report has also not worked satisfactorily. Experience shows also that it is necessary that a single officer should go through all Government publications of any importance with regard to the language and get-up.

4. The present arrangement for entertainment of guests in Bangalore interferes with routine work. The Registrar is in charge of guests, but.

and other officers have had to be detailed to take guests round and for similar duties. The deputation of the Registrar to Mysore as Special Duty Officer for long periods, twice a year, during the Birthday and Dasara Seasons interferes with the work of the General and Revenue Secretariat at Bangalore, at a time when the higher officers are away from Bangalore and prompt attention is needed at Bangalore to enquiries for information or references.

5. It is necessary therefore to appoint a wholetime officer of Government of the grade of an Assistant Secretary to Government to be Publicity Officer and to be in charge of guests.

He will attend to the following items of work :-

(1) the work now done by the Publicity Officer;

(2) The preparation of Year Books, Guide Books, Tourist Bulletins and other propaganda literature;

(3) Charge of the Press Room at Bangalore and maintaining close and constant touch with the representatives of the Press;

(4) The preparation of State Administration Report and Brief Synopsis;

(5) Scrutiny of the final proofs of the several departmental reviews;

(6) Reception and entertainment of guests in Bangalore under the orders of the Dewan and the Chief Secretary to Government;

(7) Charge of all Guests Houses in Bangalore and the Indian Guests' Houses in Mysore; and

(8) The reception and entertainment of Indian guests in Mysore during the Birthday of H.H.the Maharaja and the Dasara and the arrangements connected with the two sittings of the Representative Assembly at Mysore.

The Publicity Office will hereafter form another Branch of the Secretariat and will cease to be an Associated Office.

31.1.36

A. Publicity Office.	Average Pay		Average Pay.
1 Publicity Officer		1 Publicity Officer (full pay)250-40/2-450	Rs.370
Establishment.		1 First Division Clerk (40-5-90-6-150)	95
2 clerks (30-3-60-5-100)	Rs.134.2/3	2 Second Division Clerks (30-3-60-5-100)	134.2/3
1 cycle orderly(11-1/2-15) plus 1	13¾ + 1	1 Junior steno-typist (30-3-60-5-100)	67.1/3
1 peon (11-1/2-15)	13¾	1 cycle orderly(11-1/2-15) plus 1	13¾ + 1
Contingencies	25	3 peons (11-1/2-15)	41¼

B. Guests' Houses in Bangalore.

1 Supervisor (75-5-100) plus 10	93¾ +10	1 Head Butler	35
1 cook	20	1 cook	20
1 caretaker	25	1 caretaker	25
1 maity	15	1 maity	15
2 watchmen (11-1/2-15)	27½	2 watchmen(11-1/2-15)	27½
1 scavenger do	13¾	1 scavenger do	13¾
1 sweeperwoman do	13¾	1 sweeperwoman do	13¾
1 caretaker	18	1 caretaker	18
1 cook	20	1 cook	20
2 peons (11-1/2-15)	27½	2 peons (11-1/2-15)	27½
1 sweeperwoman do	13¾	1 sweeperwoman do	13¾
1 scavenger do	13¾	1 scavenger do	13¾
P.M.	Rs. 499.11/12	P-M.	Rs. 966.

Excess P.M. Rs. 466.1/12

do Per Annum Rs. 5593/-

* One of the T Butlers will be in charge of Govt House at Bangalore.

31-1-36

For Disposal at a meeting.

No. C. 182

1935-36

GENERAL AND REVENUE SECRETARIAT.

Council Matter.

Subject

(clause V of the schedule)

Proposals in regard to the appointment of a whole-time officer for attending to work relating to Publicity and entertainment of guests, with necessary staff.

Circulated to the Members of Council.
Through the Financial Secretary
to Government.
P. T. O.

By Order,

18th February 1936.

Chief Secretary to Government.

First Member of Council.

Second Member of Council.

8/2/36

Serial No.

The proposal is to appoint a wholetime officer of the grade of an Assistant Secretary to Government to be Publicity officer and to be in charge of Guests with certain additional staff and involves an extra recurring expenditure of Rs 5,593 per annum (average cost) as detailed below:-

	Average cost. Rs
(1) Assistant Secretary in the grade 250-40/2-450	370
(2) One First Division clerk on Rs 40-5-90-6-150	95
(3) One Junior-grade Stenotypist on Rs 30-3-60-5-100	67 1/3
(4) Two peons (11 - 15)	27½
(5) Abolition of the post of Supervisor Kumara park on Rs 75-5-100 plus Rs 10 allowance.	Minus 103¾
(6) Creation of a post of Head Butler for Kumara Park	35
(7) Omission of the provision for contingencies.	Minus 25
Net extra cost or Rs 5,593/- per annum.	466 1/12 p.m.

This is a new proposal not contemplated at Budget time and provision in the current year's budget for meeting the extra expenditure has not also been pointed out. The proposal is also not urgent and cannot be regarded as unavoidable or not deferrable and the proper time for the consideration of such new items of expenditure is the Budget time.

NOTE.—Contn. Sheet.

WD 03594—GPB—30,000—13-7-35

In the

In the present financial condition, it is most undesirable to permit additions to the existing level of expenditure (particularly recurring expenditure) and if any extra staff have to be sanctioned, corresponding savings in other items of expenditure have to be pointed out (vide circular No. 603-62/G.F. 18-35-1 dated 18th July 1935).

The Budget for the current year has been barely balanced and from the latest rough forecast sent by the Comptroller it will be seen that if further extra expenditure is permitted during the current year, the prospect of balancing the revenue account is very doubtful. The Emergency Reduction in salaries which resulted in a savings of Rs 2 lakhs per annum has been ordered to be discontinued from 1936-37 and from the information so far available the possibility of finding funds during the next year for new items of expenditure is remote. In these circumstances, it is not desirable to create new posts involving heavy extra recurring expenditure. When we are vetoing several proposals sent up by Departmental officers for extra staff on ground of economy, we should in fairness apply the same rule to the Secretariat also.

The Publicity work and the entertainment of Guests are not new items of work and were being attended to by

Serial No.

by the existing Gazetted staff so long. During December 1934 the work of the Gazetted staff was reviewed in detail and an extra Assistant Secretary was sanctioned. There do not appear to have been material additions to the work since December 1934 justifying the creation of another post.

Recently an officer of the Mysore Civil Service has been posted as Assistant Secretary, Railways, and the services of this officer, who has not got sufficient work, may also be utilised for certain items of work now done by the staff of the General & Revenue Secretariat and the creation of another post avoided. Further, the number of Assistant Secretaries in the Secretariat was increased by one so recently as December 1934. Any redistribution of work that may be considered may be made without involving extra cost for which there is no justification.

The need for one First Division clerk and a Steno typist is not ~~xxx~~ clear. The work connected with advertisements which was being attended to by the staff of the Publicity office has recently been transferred to the control of the Director of Industries & Commerce and it should be possible to manage the other work with the existing staff. The scale of pay of the ~~First Division~~ clerks to be newly appointed is also susceptible of reduction.

NOTE.—Contn. Sheet.

WD 03594—GPB—30,000—13-7-35

The

The circumstances under which the provision of Rs 25/- per mensem or Rs 300/- per annum for contingencies has been omitted have not been explained. There cannot, I think, be any decrease in the contingent expenditure

For reasons stated above, the proposals (1) to (4) referred to above are not financially acceptable. In any case the proper time for the consideration of such new proposals is the Budget time which is not far off. No addition to recurring expenditure is financially acceptable in the present financial condition.

Proposals (5) and (6) may be sanctioned.

7/2

(4)

Subject. -

Appointment of a whole-time officer for attending to work relating to Publicity Office, Entertainment of Guests, etc.

. . .

OPINION OF THE COUNCIL.

May be considered at Budget time Bm 13-2-36

Fin. Secy., with Compts, for information.

Bm 13-2-36

17/2

Submd. to Registrar for information. (The D.B. may perhaps keep a note of this & raise the question when G.R.S. budget is taken up for consideration)

Cpl 17/2/36)

Dewan's Order.

The question may be dropped for the present

Bm 20-4-36

761 22.4.36

Fin Sec'y w/c)

Bm 20/4

21.4.36

Bm 21-4-36

8147 22/4

Registrar

Documents

1/02 21.4

Mill 22/4/36

The enclosed minute dated 28th March 1936 of the First Member of Council with the orders of the Dewan is submitted.

CHIEF SECRETARY.

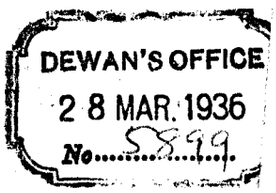
16/5/1

C.B.

Are there any proposals under consideration?

MM
6/1

(*To be written on th*



Sir,

May this file be
Continued to be
Kept in "Secs"?

2/8/37

The papers may be
recorded

REPLY

(*To be written on this margin.*)

OFFICE OF THE
FIRST MEMBER OF COUNCIL.

NOTE.

Dated 28th March *193*6.

***

I/34
28/3/36.

DEWAN'S OFFICE
28 MAR. 1936
No. 5899.

GENERAL AND REVENUE SECRETARIAT.
Bangalore 193

I understand that proposals are now under consideration for the appointment of a separate Publicity Officer. This along with the appointment of Mr. Batni Bhima Rao Assistant Secretary, Public Works Department as ex-officio Secretary to the Krishnaraja-sagara Committee, will relieve the Secretary Stores Purchase Committee, of a fairly good portion of his work. I think that this Officer may be given the work relating to the Traffic Board, when Mr. H. Rangachar is relieved of it. It is not yet possible to say when he is likely to be relieved, but in the meanwhile, I am instructing Mr. Vedavyasachar to keep himself in general touch with the regulation and rules relating to motor Traffic.

Son

P. O.

29-3-36

R.O. Dewan)

30/3

30/3/36

The First Member's minute was recorded at a time when there was a proposal under consideration to have a separate whole-time Publicity Officer, and it was expected that the Secy. S.P.C. would be relieved of publicity work. That proposal, however, fell through and the Secy. S.P.C., now continues to be in charge of publicity work.

Reference is invited to the discussions in which the matter in connection. The Fin. Secy. minuted that the appointment of an extra officer might be avoided by utilising fully the services of the Railway Asst Secy. (placing him in charge of some sections of the G.R.S. also), and other suitable re-distribution

Mr. H. Rangachari's term present term expires by the end of January 1937, and the question of his continuance or otherwise in his present post has been raised for consideration in the General Secrett. In case it is decided to revert him to the Railway Dept, other arrts. for the Motor Transport Committee have to be thought of.

Subrd
CR 21.12.7

"STATESMAN VILLA"
54/2 MARGOSA AVENUE ROAD,
MALLESWARAM,

Bangalore, November 27 *193* 5.

Dear Sir Mirza Ismail,

I enclose a brief note on the subject of expanding the publicity work of the State.

As indicated in the Note it is a record of the talks which I have had with Mr. K.V. Anantaraman when he was Chief Secretary. It is, I am afraid, very sketchy but it explains fairly clearly the gist of the proposal. I feel sure that you will, in consultation with the present Chief Secretary, consider the scheme in all its aspects. If there are any points which need elucidation I will be happy to talk them over with you at your leisure.

Yours sincerely,

J.R. Rao

Sir Mirza Ismail, Kt.,
Dewan of Mysore,
Bangalore.

PUBLICITY BOARD, MYSORE STATE.

Before he quitted his office as Chief Secretary Mr. K.V. Anantaraman and I have had long talks on the subject of expanding the publicity work of the State, at the express desire of the Dewan, and the following note summarises our tentative proposals in that direction.

At present there is no publicity work undertaken by the State, in the real sense of the word, although there is a part-time Publicity Officer who has been functioning since December 15, 1923. This is no reflection on the officer who, in spite of many handicaps, has been endeavouring to serve as a liason between the Press and the government departments.

Publicity work of another kind, mostly the placing of advertisements, is now in the hands of the Superintendent of the Government Soap Factory, who is under the administrative control of the Director of Industries and Commerce.

The Mysore Railways also do a certain amount of publicity work in co-operation with the Indian State Railways Central Publicity Board, to whom they make an annual contribution.

ADVISORY BOARD

It seems desirable to centralize all publicity work and create a Publicity Board, advisory in its capacity, which should meet at frequent intervals. For administrative purposes publicity should be in the portfolio of the Dewan, who should at all times be consulted by the Chairman of the Board before finally

deciding on any new lines of publicity.

The Publicity Board should consist of -

(1) The Chief Secretary to Government(chairman);

(2) The Secretary,Development Department;

(3) The Director of Industries and Commerce;

(4) The Director of Geology;

(5) The Chief Conservator of Forests;

(6) The Agent,Mysore Railways;and

(7) The President,Mysore Journalists' Association,Bangalore.

The Board should have the assistance of a qualified Secre- with wide journalistic and publicity experience,whose rank should not be below that of an Under-Secretary to Government.

FUNCTIONS OF BOARD

The functions of the Board may,broadly,be classified under a few general heads:-

(1) Issue of illustrated leaflets and booklets to meet the requirements of all prospective visitors to the State. Not all visitors come for sight-seeing. There are a few who come for shikari and to whom a knowledge of the local game laws and the rules regulating arms licences would be most welcome. Leaflets should be prepared giving just the information which will be useful to such visitors.

Then again,commercial travellers and industrialists will

have to be differently catered for and literature should be made available to them giving all information about the commerce and industries of the State.

The third class of visitors, who may be described as sight-seers, need to be nursed with information of railway and other travel facilities and a brief description of all places of historical, archaeological and human interest, which could be conveniently covered in their itinerary.

The main idea is that each class of visitors should be catered for according to its requirements and suitable literature, attractively got up, should be kept ready for wide distribution in India and abroad.

(2) Improving the relations with the Press by placing before it or its accredited Association advance copies of speeches by high officials, official communiques and such other information as can be divulged without impropriety.

(6)

The Chairman (or Secretary) should be regarded as a liason between the Press and the State and should at all times meet the wishes of the Press, as far as is practicable, in such matters as seating accommodation in the Representative Assembly and the Legislative Council and other Press facilities during the sessions of the legislature.

(7)

(3) Judicious advertising in newspapers and magazines, both Indian and foreign. The value of such advertisements

(8) was reflected in the record attendance at the last Dasara Industrial Exhibition at Mysore.

(4) Regular maintenance of Press cuttings containing references to the State and its activities and any criticism of the Government's policy, for submission to the Dewan

(9) and the departments concerned.

COST OF SCHEME

In view of the present financial condition it was agreed that the commitment should be kept as low as possible in the initial stage. Exclusive of the printing charges which should be treated as general expenditure, the creation of the Publicity Board will entail a monthly expenditure of Rs.1,000 and this amount cannot be regarded as excessive.

The establishment need only consist of two well-qualified assistants (one on Rs.200 and the other on Rs.150 a month), and two steno-typists. The existing clerical and menial staff under the present Publicity Officer may be absorbed, if necessary. There should be no difficulty in attracting the right type of men for the posts of assistants on the salaries proposed.

The experiment is well worth trying for atleast three years, commencing from January 1 next. If the scheme proposed is acceptable the details could be worked out by the Chief Secretary.